

# MARKETING GUIDE

A GUIDE TO MARKETING  
YOUR PRACTICE

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# YOUR GUIDE TO MARKETING YOUR PRACTICE

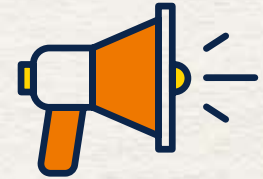


CPA Australia has put together this guide to help you grow your business. It has been developed to coincide with the launch of an integrated marketing campaign promoting our members in public practice and is intended as a practical toolkit to help you leverage the campaign.

It includes information on:

- how to plan a marketing campaign
- how to determine the best marketing channels for your audience
- how to get the most from your investment
- how to measure the success of your marketing activity.

If you're interested in reading more about the fundamentals of marketing your practice we encourage you to click on the additional reading links and make the most of the library resources that are available to you as part of your CPA Australia membership.



# WHY DO MARKETING?

**Marketing is vital when it comes to business success; it is most effective when used to inform, persuade or remind. Marketing covers a range of different activities and there are pros and cons to the different marketing activities available. We will cover these later in this marketing guide.**

There are several advantages to marketing your practice, including:

- increasing visibility of your brand
- building authority and trust with prospective clients
- retaining the loyalty of existing clients
- increasing leads
- staying competitive.

One of the key elements of successful marketing is to develop a marketing plan that sets out the specific actions to put your marketing strategy into practice.

# HOW TO PLAN A MARKETING CAMPAIGN



Marketing planning is the process of establishing a set of marketing goals for your practice and defining the list of activities that will help you achieve those goals. The purpose of the marketing planning process is to ensure that your marketing activities are carried out in a coordinated and efficient way, supporting your business goals.

When developing your marketing plan, you should:

## ANALYSE YOUR BUSINESS

- You must analyse where your business is today and where you want to take it
- Establish clear goals for the development of your business
- Understand your current audience
- Think about your existing assets and what assets you require to implement your marketing campaign

## ESTABLISH YOUR OBJECTIVES

Setting objectives is the most important step in planning your marketing campaign and all subsequent steps flow from this. You want to make sure you launch a marketing campaign that will reach your target market and meet your goals. When establishing your objectives, it is important that you consider the following:

- Who is your target market?
- What action would you like your target market to take?
- How will you communicate to your target market?
- When should you commence your marketing activity?
- What is your budget?
- What will deem your marketing campaign as successful?

It is essential that you select goals that are specific, measurable, achievable, realistic and time-frame specific.

# HOW TO PLAN A MARKETING CAMPAIGN



## DETERMINE A BUDGET

There are no exact rules to setting your marketing budget. The amount will vary according to your objectives, reach and duration. In some circumstances, you may be able to assess the revenue you are likely to derive from a campaign, in which case you can work backwards to decide how much to invest. In other situations, the goal of your campaign will not be to generate sales, in which case your measures of success will be different. Whatever the case, it is important that you set a budget based on measurable goals.

## IDENTIFY YOUR TARGET MARKET

Effective marketing relies on developing products and services that respond to customer needs. In that respect, a good marketing plan will include a thorough analysis of the customers that you will be targeting. Your existing customer base will normally be your primary target market, while new clients will be a secondary focus. Think about these two groups and their characteristics and consider the most cost-effective way of communicating with them.

## ADDITIONAL READING

*Professional services marketing: How the best firms build premier brands, thriving lead generation engines, and cultures of business development success*

*Marketing plans for services: A complete guide*

# TOOLS TO MARKET YOUR PRACTICE



## FUNDAMENTAL BASICS OF A BUSINESS

### BUSINESS CARDS

Having a business card provides existing or prospective clients with tangible information about your service or business. It's important that you keep the details on the card to a minimum so that the most important information stands out.

The following items should also appear on your business card:

- practice name and logo
- CPA Public Practice logo with approved clause subject to you meeting the 'Majority Approved Practice Entity' test
- your name, postnominals and title
- practice details including street address, phone and fax numbers, ABN or ACN.

Please refer to the **brand guidelines** for information on whether you are eligible to place the CPA Public Practice logo on your business cards.



GOOD EXAMPLE



GOOD EXAMPLE



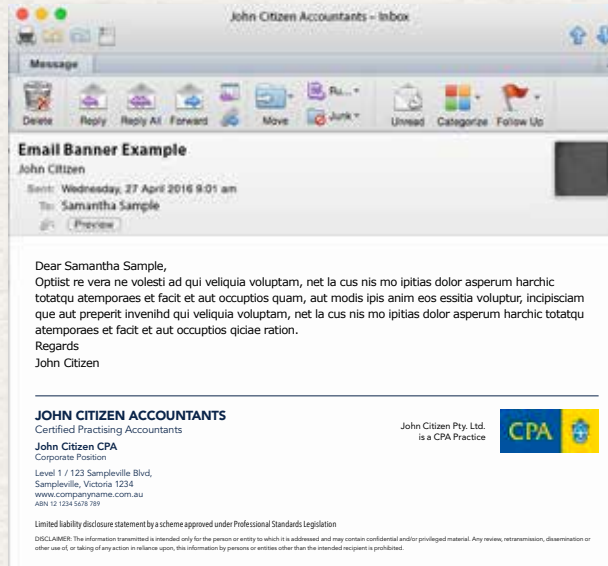
# TOOLS TO MARKET YOUR PRACTICE

## EMAIL SIGNATURES

Email signatures are like a digital business card: they demonstrate professionalism and are good for brand awareness. Email signatures need to be legally compliant and should include the following details as a minimum:

- your name, postnominals, title and practice name and logo
- CPA Public Practice logo with approved clause subject to you meeting the 'Majority Approved Practice Entity' test
- practice details including street address, phone and fax numbers, ABN or ACN
- confidentiality notice.

Please refer to the **brand guidelines** for information on whether you are eligible to place the CPA Public Practice logo on your business emails.





# TOOLS TO MARKET YOUR PRACTICE



## ‘WITH COMPLIMENTS’ SLIPS

‘With Compliments’ slips should include the following details:

- practice name and logo
- CPA Public Practice logo with approved clause subject to you meeting the ‘Majority Approved Practice Entity’ test
- practice details including street address, phone and fax numbers, ABN or ACN.

## BROCHURE

Even though it seems that everything has turned to digital, a professionally designed brochure can still be an important lead-nurturing marketing asset.

Top tips to consider when developing a brochure:

- establish purpose
- know your target market
- be original
- focus on tone and content
- don’t be afraid of white space
- include a clear call-to-action.

# TOOLS TO MARKET YOUR PRACTICE



## WEBSITE

Having a website is essential. Customers expect to be able to find your business online and building your website isn't as difficult as you think. Here are three simple steps to get you started:

### 1. Choose your platform

There are many different Content Management Systems (CMS) to choose from and selecting the right platform is a matter of understanding your requirements. Many businesses tend to opt for the first platform they find online and realise it's completely wrong for them. Think about your requirements and select the right platform for your needs.

### 2. Select a host and create a domain name

After selecting your platform, the next step is to find a web hosting company and select a domain name. Typically, a hosting plan will cost you approximately \$2 – \$5 per month. Some popular hosts include Crazy Domains and Go Daddy.

When selecting a domain name, you should incorporate the following key principles:

- make it easy to remember
- avoid hyphens
- make it catchy
- check that nobody else owns the domain name.

Guidelines exist for the use of the letters 'CPA' and the words 'CPA Australia' which must not be used as part of the website address. Please refer to the **brand guidelines** for more information.

# TOOLS TO MARKET YOUR PRACTICE



## 3. Customise the design

Now it's time to bring your website to life and make it fully functional and professional. It's important that before you start designing it, you think about what journey you want your users to take. In considering this, think about what your customers already know and what information they might be looking to find on your website. Aim to make their journey through your website as seamless as possible.



# TOOLS TO MARKET YOUR PRACTICE



## DEVELOPING WEBSITE CONTENT

When it comes to developing website content, it's important to have a solid content strategy that considers both purpose and audience. Some benefits of developing a content strategy include:

- better rankings on Google
- increased website traffic
- increased lead potential
- creating trust and authority
- positioning you as an expert in your industry
- increased engagement on social media.

To help you develop your content strategy, you will need to consider:

- What are your current resources?
- Who is your target audience?
- What unique content can you offer?
- What are the channels that you will use to promote your content?
- How will you schedule and manage content?
- What client testimonials can you use?

## ADDITIONAL READING

*Pimp my site: The DIY guide to SEO, search marketing, social media and online PR*

*Making an impact online: Creating a website that really works...without breaking the bank*

# TOOLS TO MARKET YOUR PRACTICE



## SEARCH ENGINE OPTIMISATION (SEO) PRINCIPLES

Search Engine Optimisation is most commonly known as SEO and allows the content that you publish on your website to be discovered on search engines such as Google. SEO is increasingly important in marketing, because a majority of web traffic is driven by major search engines – such as Google, Bing and Yahoo.

While an SEO consultant can be expensive, there are some simple ways that you can get started and improve your search engine rankings. These include:

- Build your website using a content management system that supports in-built SEO features
- Produce and refresh your content weekly
- Incorporate phrases into your web content that a customer is likely to search for
- Use keywords in your URLs and file names. If you're not sure what keywords to use, get suggestions from Google's AdWords Keyword Tool

## ADDITIONAL READING

*Search engine optimisation: Your visual blueprint for effective internet marketing*

# TOOLS TO MARKET YOUR PRACTICE



## CONTENT MARKETING

Content marketing involves creating and distributing relevant and consistent content to engage your customers over time. It is increasingly important because of the rise of social media and digital channels, and the tendency of customers to be in control of the buying process.

The cornerstone of any content marketing program is developing good quality content that is interesting to customers and reinforces your practice's value proposition. Once you create your content, you should aim to promote it – with tools such as email, SEO and social media – to nurture business leads. This is shown in the following content marketing model.



**CREATE**

**Develop great content that your customers want to read, including:**

- blogs
- case studies
- podcasts
- videos
- webinars
- white papers.



**PROMOTE**

**Amplify your content through channels such as:**

- Facebook
- Twitter
- LinkedIn
- email newsletters
- paid advertising.



**CONVERT**

**Move your customers through their journey by:**

- collecting customer details
- personalising content
- encouraging them to take action.



# YOUR MEDIA CHOICES

## WHICH MEDIA AND WHEN

Selecting media can seem difficult because there are many options available and each one has different strengths and weaknesses. The decision on which media to include in your campaign will be based on your overall objectives and the planning that we covered earlier in this guide. We have included a summary of some key media options in this section of the guide, to help you make an informed decision on which option(s) you should go with.

## DIGITAL

### SEARCH ENGINE MARKETING (SEM)

Search engine marketing (SEM) is the use of paid advertisements at the top of search engine results pages such as Google, Bing and Yahoo. While SEM may seem difficult to get started with, it is a good way to advertise to people who are actively searching for relevant keywords online. You may consider hiring a marketing professional or you can try setting up SEM yourself. When considering managing your SEM in-house, you will need to develop your digital strategy and determine which search engines to advertise on.

Benefits of SEM:

- highly engaged target audience
- measurable
- flexible
- easy to implement.

### COMMON TERMS USED IN SEM CAMPAIGNS

#### **Pay-per-click (PPC)**

Amount paid for each click received through the search engines.

#### **Cost-per-click (CPC)**

Amount paid for a single click on the advertisement that brings one user to the website.

#### **Cost-per-lead (CPL)**

Amount paid for a lead generated on its advertisement.

#### **Cost-per-thousand (CPM)**

Maximum bid amount for every 1000 viewers of the ad.



# YOUR MEDIA CHOICES

## ELECTRONIC DIRECT MAIL (EDM)

Electronic direct mail (eDM) is the method of constructing an email and sending it out to a database of customers and/or potential customers. Today's email service providers make it simple for small and medium-sized businesses to reach large audiences that would have previously been out of their reach.

eDM marketing has many benefits including the ability to accurately track engagement, tailor content and reach your customers cost-effectively.

Be mindful that a common problem with email newsletters is that they're often cluttered with mixed messages and lots of content. A good eDM needs a balance of content with 90 per cent service focused, 10 per cent promotional and one call-to-action.

## Things to remember

- Use the statistics provided by your email marketing solution provider to monitor the effectiveness of your campaign
- Open rates are a good measure of engagement but they are not always 100 per cent accurate – so it's best to evaluate your campaigns using multiple measures
- Click-through-rate (CTR) is another important measure, evaluating how often people click on the links within the email
- Forward to a Friend is another feature that you can use to measure engagement
- Make sure you test your eDMs thoroughly before sending
- Your subject line is the first impression your customers will have of your eDM. Try to keep it succinct and highlight your content
- Make sure that you only send emails to people that have opted-in and that you include a clear option to unsubscribe in each email







# YOUR MEDIA CHOICES

## SOCIAL MEDIA MARKETING

Social media platforms have exploded in popularity recently and they present an opportunity for you to create a strong connection with your customers online. Social media marketing should be considered as part of your overall marketing plan and the decision on how, why and when to use it will depend on your broader objectives.

The benefits of social media marketing are that it can be a cost-effective way to reach your target audience, increase your brand awareness, drive more traffic to your website and improve your Search Engine Optimisation (SEO) rankings.

It's important to understand that each social media channel attracts different users and that not all channels may be appropriate for your audience and objectives.

You should go into your social media marketing with a clear plan for how you will resource your efforts over time. In doing so, you should consider:

- What types of content do you intend to post?
- Who will be your target audience?
- How often will you post content?
- Who will write and post the content?
- How will you use statistics on demographics to inform your planning?

## ADDITIONAL READING

*The rise of the platform marketer: Performance marketing with Google, Facebook, and Twitter.*

*The pros and cons of social media marketing for accountants*

*3 essential networking tools for the proactive professional*

*The New Rules of Marketing and PR*



# YOUR MEDIA CHOICES

## MEASURING AND DETERMINING DIGITAL MARKETING CAMPAIGN SUCCESS

One of the key advantages of digital marketing is that it's much easier to measure the performance of your campaigns. There are a variety of tools available to help you do this.

Google Analytics allows you to measure the engagement of your website, and understand who is visiting your website and what they do when they visit. An audience report is a useful tool that lets you break down your users by different characteristics, including geography, technology, and behaviours such as return visits.

Sessions

**2,481,729**



Users

**1,611,020**



Pageviews

**10,901,938**



Pages / Sessions

**4.39**



Avg. Session Duration

**2,481,729**



Bounce Rate

**41.71%**



%New Sessions

**49.74%**





# YOUR MEDIA CHOICES

Below is a breakdown of the different segments within a Google Analytics audience report:<sup>1</sup>

## Sessions and users

A session is defined as a period of user activity not interrupted by more than 30 minutes.

## Bounce rate

Routine definitions that you may hear for bounce are a 'single-page visit' or 'somebody comes to your website and leaves without doing anything.'

## Pages/Session and average session duration

We can refer to Pages/Session and Session Duration as engagement metrics, since they indicate an overall level of engagement.

## New versus Returning Report

The new versus returning report breaks down the number of sessions attributed to new users and returning users.

## Location report

In the location report, you can display metrics based on the following geographical divisions:

- continent
- subcontinent
- country
- region
- city.

## ADDITIONAL READING

*Google Analytics breakthrough: From zero to business impact*

## USEFUL LINKS TO GET YOU STARTED

*Google Analytics*

*Set up analytics tracking*

*Ecommerce data in your analytics reports*

<sup>1</sup>Alhoul, Feras, et al. *Google Analytics Breakthrough: From Zero to Business Impact*, John Wiley & Sons, Incorporated, 2016



# YOUR MEDIA CHOICES

## PRINT

Local, regional and state newspapers will present the best opportunity for building brand awareness of your practice. When it comes to print, a good ad is one that captures the attention of your audience and connects with them.

When talking to a press sales representative, stress the importance of position. Your advertisement needs to be seen to work. Generally, the best results from your newspaper advertisement come from right-hand pages rather than left-hand. If you are advertising in a magazine, the inside cover or back cover is particularly desirable.

To plan your press advertising, the other information that you should seek from the publication includes:

- how many people can you expect to reach through its readership
- what geographical area it covers
- what kind of people read the paper
- what are the different rates and sizes of ads in the publication.

## RADIO

Radio provides coverage and credibility. It is best used for broadcasting to a wide variety of people often over a large geographical area. There are several advantages of using radio, including:

- wide reach
- niche market
- good for building awareness
- low production costs compared to print or television advertising.

While the costs may be higher, it is generally better to run a radio campaign at peak listening times for your target audience. "Drive time" is usually the most expensive. However, certain radio personalities have specific audience profiles that may be appropriate for your purpose.

Considerations when developing a radio campaign:

- select a radio format that is compatible with your target market
- seek demographic data of listeners at selected times from the station
- construct a schedule to ensure your audience is listening
- make your messages unique and memorable
- consider the number, length and frequency of your commercials.



# YOUR MEDIA CHOICES

## TELEVISION

The most effective television advertisements are those that have one clear message for the audience. Like press and radio, there are some basic guidelines that can be followed when creating advertisements for television.

- Determine the main message of the advertisement
- Lead with the stronger benefit
- Make any offer in clear, simple language that the viewer can understand
- Don't use technical or industry jargon
- A call-to-action is most important

Rates and effectiveness differ greatly between stations. Your decision should be influenced by how often your target market is likely to see your advertisement. To find out how much running a commercial will cost and how many people it will reach, you should contact the advertising manager of the station and ask for a media plan including placements, programs and audience profile.

## PUBLIC RELATIONS

Obtaining press coverage through public relations can serve as a cost-effective way to get your message to a large audience. Your audience is more likely to trust messages coming from an objective source rather than a paid source.

One important factor in generating public relations coverage is moving away from selling your services and thinking more about the value of what you are doing for buyers and the community.

Here are some simple tips for generating publicity for your practice.

- If you have an advertisement running in the local newspaper, you can increase its impact by supplying the paper with a news story on the same topic
- Offer to write or comment on a financial column
- Offer sponsorships to local charities, sporting clubs or groups
- Run a seminar for local businesses
- Amplify the CPA Australia master brand



# YOUR MEDIA CHOICES

## MERCHANDISE

Another way to market your business is merchandise. Promotional merchandise is an inexpensive way of connecting with your customers and increasing brand awareness. Any business, regardless of budget, can benefit from promotional merchandise and the value it offers.

Some popular merchandise options include:

- business card holder
- notepads
- pens
- mugs
- t-shirts
- umbrellas.

## BRAND GUIDELINES

The CPA Australia logo is your symbol of excellence. We encourage you to read through the **brand guidelines** when developing your marketing correspondence. These guidelines offer straightforward advice on how you and your practice can benefit from promoting your CPA status, including:

- instructions on how and when you can use the CPA Public Practice logo
- guidelines on how and when you can co-brand your stationery
- sample stationery and online assets
- availability of promotional merchandise to use with your clients.

You can access a copy of the **brand guidelines here**.

## ADDITIONAL READING

*The new rules of marketing and PR:  
How to use news releases, blogs, podcasts,  
viral marketing and online media to reach  
your buyers directly*